# The Collaboration Matrix™
for Renewable Chemicals & Materials

## Discover the System that Top Industry Leaders Trust to Build Powerful Partnerships

"Our company couldn't go it alone. This course gave us a common language and new tools for partnership success, uniting our technical and business teams."

— Global Director of Biotechnology, multibillion-dollar chemical company

## Why Leading Companies Choose The Collaboration Matrix™

- **20+ Real-World Case Studies:** Instantly actionable insights you can use today.
- **Unique, Comprehensive Approach:** The only system focused entirely on finding and maximizing the right collaborations to deliver shared value.
- **Built by Industry Experts:** Insights from consultants with global Fortune 500 and entrepreneurial start-up experience.
- **Ready-to-Use Tools:** Templates, checklists, and processes including proprietary 5-step collaboration process to address internal competency gaps.

**"Most companies have a strategy and innovation process to drive growth. Few apply the same rigor to partnerships. That's where the Collaboration Matrix seminar comes in"**

**— James Iademarco, President**

This is a one-of-a-kind, comprehensive manual and seminar. While there are hundreds of resources on business development, licensing, IP, and negotiation, none bring together the best practices to help you identify the right partner, structure robust deal frameworks, and achieve optimal outcomes. Our firm has helped numerous companies on strategy and innovation, and too often, the critical collaborations needed upon execution were an after-thought. We now have a systematic approach to deliver that missing piece for companies of all sizes. Our senior consultants bring top-tier industry expertise directly to your team

## Ready to Transform Your Partnerships?

Contact: james@strategicavalanche.com
Visit: strategicavalanche.com

Strategic Avalanche
POWERFUL IDEAS WITH IMPACT

## What's Inside The Collaboration Matrix™ Manual and Multi-Day Seminar?

Comprehensive 12-chapter manual delivered digitally in beautifully designed slides with detailed notes sections—yours to keep (included in seminar price)

1. **The Collaboration Matrix Introduction**
2. **3rd Party Collaborations: Leveraging a 5-Step Process**
3. **Business Development Approaches and Techniques**
4. **IP Strategy, Risk Mitigation, and Trade Secrets**
5. **Licensing Strategies and Process**
6. **Deal Structures: R&D & Commercial**
7. **Negotiation Approaches and Techniques**
8. **Marketing and Branding Proven Techniques**
9. **Cultural Differences Across Borders**
10. **Joint Ventures**
11. **Industry Survey and Interviews**
12. **Templates, Checklists and Resources**

## How Long is the Seminar?

Two-day seminar with optional third day for interactive labs on IP, Licensing, and Third-party Collaborations

## You Gain...

Master Practical collaboration strategies

Protect & maximize the value of your IP

Negotiate efficiently & confidently

Structure high-value, win-win partnerships

Bridge technical and business teams with a common language

Accelerate innovation & speed-to-market

Access ready-made tools, templates and checklists

## What Industry Leaders Are Saying

*"Strategic Avalanche's thoroughness and depth were impressive. They didn't just scratch the surface, they went deep, interviewing far more experts than anyone else. The result? A well-researched, accessible course that exceeded expectations. We now use what we learned in day-to-day decision-making—and we're already seeing real impact."*

- Executive Leader, Global Chemical Catalysis & Biotechnology Innovation

*"The breakout sessions brought the concepts to life, building cross-functional understanding that will accelerate our commercialization efforts."*

- Seminar Participant

## Elevate your collaborations!


**Contact**

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